The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 21

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A CO VENTURE OF
MCA TV AND TRIBUNE ENTERTAINMENT

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55th Year 1986

Broadcasting's biggest NAB's Dallas roundup

Vol. 110 No. 16

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Coverage from the NAB in Dallas
MacFadden attempts Blair buyout
Gearing up for MIP-TV

DALLAS DOINGS NAB convention in Dallas is all smiles for the industry as attendance reaches nearly 39,000 and exhibit floor boasts technology hits. Fowler and Burger speak to the assembled multitudes. PAGE 35.

NAB 86 NAB President Fritts sounds theme of unity at convention opening. PAGE 46. Tinker receives Distinguished Service Award; accents positive future of broadcasting. PAGE 46. Small format gear, digital equipment highlight television equipment exhibit. PAGE 48. Cable operators, broadcasters in must-carry discussion. PAGE 50. Interest in Congress over music licensing is apparently growing. PAGE 50. Signing of AM treaty with Mexico concerning clear channels postponed. PAGE 54. Controversy over people meter implementation arises at NAB. PAGE 54. Washington types debate definition of public interest. PAGE 56. FMX technology to help stereo FM draws strong interest. PAGE 58. Survey released follows growth of television stereo. PAGE 60. Quello says he would vote to reinstate three-year trafficking rule. PAGE 62. UHF broadcasters concerned over reallocation of spectrum to land-mobile. PAGE 62. Lawyers voice concerns over FCC's deregulation. PAGE 66. AM stereo fight between Kahn and Motorola systems shows no sign of slowing down. PAGE 68. Panel explores funding alternatives for public broadcasting. PAGE 70. Daytimers look for better days ahead with Mexican agreement on horizon. PAGE 71. Taft to move forward with its teletext experiment. PAGE 72. Number of libel cases decreasing. PAGE 72. West Germany joins France in asking for delay in HDTV standardization. PAGE 74. Kompas survey reviews LPTV progress. PAGE 74. TVB targets growth categories. PAGE 75. Merits of too much satellite news gathering discussed. PAGE 76. Changing face of television in Europe reviewed. PAGE 76. Relationship between news and sales departments discussed. PAGE 77. Station buying primer. PAGE 80. Station trading expansion is creating new financing mechanisms. PAGE 81. Allen Nightingale inducted into Radio Hall of Fame. PAGE 82. Congressmen say behavior of broadcasters in election year will determine if political advertising bill will move. PAGE 83. Megarates study looks for ways to increase advertising rates. PAGE 85.

WITHIN BOUNDS FCC releases enhanced underwriting guidelines. PAGE 86.

CANNES GATHERING U.S. programers head for France for the 22d annual MIP-TV convention. PAGE 89.

NEWS DETAILS UPI ties reorganization plan with bankruptcy court. PAGE 98.

CBS SHOW Jesse Jackson at CBS shareholders meeting urges company to be more sensitive to minorities. PAGE 100.

AD BUY Saatchi & Saatchi purchases Backer & Spielvogel. PAGE 102.

PUBLIC APPEARANCE Programing, budget concerns highlight convention of National Public Radio and American Public Radio. PAGE 105.

GOOD NEWS Producers Paul and Holly Fine have teamed up to produce a host of award-winning news programs. PAGE 127.

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Video Tape Co

Staff

Visnews Limited 8.10

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Warner Bros Hotel Juana

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It's all NBC in the prime time ratings

Bridgeport, Conn. (WACC) Petition for rulemaking by Bonne News Corp., New Brunswick, N.J., and petitioner seeks opposing and rebuttal comments to its petition for rule making to amend FM Table of Assignments (Sec. 73.202(b)) to allocate Channel 221A to Bridgeport, Conn., as second local FM service to city and to modify construction permit for WACC(FM) to specify Bridgeport as community of license. Petition was filed by William M. Bond, Wash. Atty.

Facilities Changes

Applications

AM's

- [illegible]

FM's

- [illegible]

- [illegible]

- [illegible]